

CUSTOMER NO.: 24498  
Serial No.: 10/018,070  
Office Action dated: April 18, 2008

PATENT  
RCA 89,470

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Applicant:** Wanda Green Thompson, et al.  
**Serial Number:** 10/018,070  
**Atty. Dkt:** RCA 89,470  
**Filing Date:** October 25, 2001  
**For:** ADVERTISEMENT SELECTION BASED ON USER  
ACTION IN AN ELECTRONIC PROGRAM GUIDE  
**Art Unit:** 2623  
**Examiner:** Fred H. Peng

**AMENDMENT AND RESPONSE TO OFFICE ACTION**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

In response to the Office Action dated April 18, 2008, for which a response is due July 18, 2008, please enter the following amendments and remarks/arguments in the above-identified application.

**Listing and Amendments to the Claims** begins on page 2 of this paper.

**Remarks/Arguments** begin on page 6 of this paper.

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this amendment is being efiled with the Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450, Mail Stop Amendment, on:

July 15, 2008 \_\_\_\_\_  
Date

/Kathleen Lyles/ \_\_\_\_\_  
Kathleen Lyles